

Publication List of SIMSR Faculty for AY 2017-18

Publication Summary: 5 articles in B category, 22 in C category, 5 in Sage, 19 in UGC approved journals and 20 in other peer-reviewed journals

S.No.	Publication Details	Category
1	Arekar, K., & Jain, R. (2017). Influence of Oil Price Volatility of Developed Countries on Emerging Countries Stock Market Returns by Using Threshold Based Approach. <i>Theoretical Economics Letters</i> , 7(06), 1834.	B
2	Mathew, J., & Kurian.(2017). India keen on policies, leveraging financial inclusion in the country. <i>Journal of Development Areas</i>	B
3	Singh.S., & . Srivastava, R.K. (2018).Predicting the intention to use mobile banking in India. <i>International Journal of Bank Marketing</i> .Vol.36(Issue:2):pp(357-378)	B
4	Soni, R. (2018). Does Firms Have Impact of Currency Appreciation and Currency Volatility on Market Shares?—Study of Selected Financial and Non-Financial Firms of India. <i>Theoretical Economics Letters</i> , 8(05), 1004.	B
5	Talwar, S., & Bhat, A. (2018). Unravelling the Cipher of Indian Rupee's Volatility: Testing the Forecasting Efficacy of the Rolling Symmetric and Asymmetric GARCH Models. <i>Theoretical Economics Letters</i> , 8(06), 1188.	B
6	Agarwal, U. A., & Gupta, M. (2018). Communication Styles of Millennials: Trends & Relevance for the Industry. <i>Indian Journal of Industrial Relations</i> , 53(3).	C
7	Arekar, K., & Jain, R. (2017). Comparative Analysis of Market Volatility in Indian Banking and IT Sectors by using Average Decline Model. <i>Annals of the University Dunarea de Jos of Galati: Fascicle: XVII, Medicine</i> , (3).	C
8	Arekar, K., & Mahakija, H., (2017). Financial Models to Study the Impact of Net-performing Assets on Profitability of Banking Sector. <i>The Empirical Economics Letters</i>	C
9	Bhalerao, H., & Sharma, K. (2017). The Impact of Emotional Intelligence on Customer Satisfaction and Repeat Buying Behavior among Young Consumers: An Assessment of the Moderating Role of Dental Health Consciousness. <i>South Asian Journal of Management</i> , 24(4).	C
10	Bhat, A. (2018). Do simple traders' rules perform better than the GARCH model? Evidence from currency options in India. <i>International Journal of Financial Markets and Derivatives</i> , 6(3), 183-209.	C
11	Chauhan,P.,(2018). Oil Price Volatility and Economic Sustainability. <i>International Journal of Economic Research</i>	C
12	Godbole, S., Sashidharan, G.,(2018). Will they, Won't They? A predictive study on gold buying by retail consumers in India. <i>Indian Journal Of Economics and Business</i>	C
13	Gopalakrishnan,K., & Mehta, S. (2017), Impact of Macro-Economic factors on the Indian Stock Market, <i>International Journal of Economic Research</i> , Volume 14, No.15(Part 4), p551-562	C
14	Gupta, M., & Bhal, K. T. (2017). LMX &Leader Competence: Impact on Subordinates' Perceived Cohesion. <i>Indian Journal of Industrial Relations</i> , 53(2).	C
15	Gupta, N. (2018). Influence of demographic variables: customers' perception about cross-selling and up-selling for eBanking. <i>International Journal of Electronic Customer Relationship Management</i> , 11(2), 126-141.	C

- 16 Gupta, N. (2018). Influence of Demographics on Employees' Perception for Cross-Selling and Up-Selling of eBanking Services. *Annals of the University Dunarea de Jos of Galati: Fascicle: I, Economics & Applied Informatics*, 24(1). C
- 17 Jadhav, V., & Khanna, M. (2017). A Demographic Study of Online Buying Behavior among College Students in Mumbai, India. *South Asian Journal of Management*, 24(4), 11-34. C
- 18 Kurian., & Mathew, J.(2018).Tapping the untapped through the alternative delivery channels- A note from India . *Journal of Academy of Business and Economics* C
- 19 Lyndon, S., Rawat, P. S., & Varghese, B. S. (2018). Influence of Thriving on Innovative Behavior at Workplace. *Indian Journal of Industrial Relations*, 53(3). C
- 20 Mulay, R., & Khanna, V. T. (2017). A Study on the Relationship between the Voice of Customer with the Cost of Quality in Processes of Professional Higher Education Institutions. *South Asian Journal of Management*, 24(4), 55-72. C
- 21 Ramakrishna, S., & Pansare, J. (2017). An Empirical study of the Co-integration of the Indian stock market with select Stock Exchanges. *Annals of the University Dunarea de Jos of Galati: Fascicle I, Economics and Applied Informatics* (2). C
- 22 Rao, M. B., & Sivakumar, S. N. V. (2017). Value Marketing Strategy for After Sales Service of Select White Goods Using the Value Gap Model: An Assessment of Consumers in Delhi and Mumbai, India. *South Asian Journal of Management*, 24(4), 122-141. C
- 23 Singh, H., & Ahuja, S. S. (2017). Improving FMCG Distribution in Peripheral Areas of Emerging Smart Cities: The Case of Gurgaon (Gurugram), India. *South Asian Journal of Management*, 24(4), 109-121. C
- 24 Srivastava, S., Dixit, S., (2018). Managerial challenges of startups in India. *The Empirical Economic Letters* C
- 25 Talwar, S., & Pansare, J. (2018). Transmission of Shock across International Stock Markets: An Econometric Analysis. *Annals of the University Dunarea de Jos of Galati: Fascicle: I, Economics & Applied Informatics*, 24(1). C
- 26 Talwar, S.,(2018). To Proxy or not: An Empirical Evaluation of the Pure Play Method for WACC computation with regard to Firms in Cement, Steel and Textile Sectors in India. *The Empirical Economics Letters*. C
- 27 Kumari, R., & Pachauri, M. (2018). Effect of stock Splits on CNX 100 Firms - Test of Efficiency in Indian Stock Market. 17(6) C
- 28 Aggarwal-Gupta, M., & Karve, S. (2018). Capability Building in a Government Regulatory Firm (A). *Asian Journal of Management Cases*, 15(1), 23-33. Sage
- 29 Chopra, A., & Bhilare, P. (2018). Application of Ensemble Models in Credit Scoring Models. *Business Perspectives and Research*, 6(2), 129-141. Sage
- 30 Karve, S., & Aggarwal-Gupta, M. (2018). Training Delivery and Evaluation for a Government Regulatory Firm (C). *Asian Journal of Management Cases*, 15(1), 50-58. Sage
- 31 Karve, S., & Aggarwal-Gupta, M. (2018). Training Needs Analysis in a Government Regulatory Firm (B). *Asian Journal of Management Cases*, 15(1), 34-49. Sage
- 32 Wesarat, P. O., & Mathew, J. (2017). Theoretical Framework of Glass Ceiling: A Case of India's Women Academic Leaders. *Paradigm*, 21(1), 21-30. Sage
- 33 Jacob., I. (2017). *Wonder Cement – Building a Strong Brand Through Digital Marketing*, *Marketing Management-15 Edition*(Indian version), Kotler & Keller Textbook Cases

34	Jacob., I. (2017). Oreo in India - Launching and Establishing a Global Brand in India using Integrated Marketing Communications, Marketing Management-15 Edition(Indian version), Kotler & Keller	Textbook Cases
35	Jacob., I. (2017). Mirchi & Mime – A Perfect Jugalbandi of Contemporary Fine Cuisine and a Unique Service, Marketing Management-15 Edition(Indian version), Kotler & Keller	Textbook Cases
36	Jacob., I. (2017).Zicom-Leveraging Corporate Trust and Technical Strengths in the B2B Market, Marketing Management-15 Edition(Indian version), Kotler & Keller	Textbook Cases
37	Chauhan, P., Mahajan, A., & Lohare, D. Role of big data in retail customer-centric marketing.National Journal of Multidisciplinary Research and Development.	UGC Approved
38	Dixit, S., & Srivastava, S. (2018). Impulse Buying Behaviors Of Customers Of Retail Stores. Commonwealth Journal Of Commerce & Management Research, 5(1).	UGC Approved
39	Mehta, R., & Talwar, S.(2017).Payment Banks: Change in Financial services landscape in India.Professional Panorama	UGC Approved
40	Mehta, R., & Talwar, S.(2017).Payment Banks: Revolutionizing Digital Transactions in India. Professional Panorama	UGC Approved
41	Parmar, S., & Trivedi, P.(2018). Indian Govt securities- a retail participation perspective. International Research Journal of Business and Management.	UGC Approved
42	Rachh, A.(2017). Security of Online Transactions. Asian Journal of Research in Business Economics and Management.	UGC Approved
43	Sanghavi, R., & Trivedi. P. (2018). Assessing the risk associated with Liquid and money market funds in India. International Research Journal of Business and Management.	UGC Approved
44	Soni, R.(2017). Management of Risk in Indian Banking Industry. Saudi Journal of Business and Management Studies , 2(6).	UGC Approved
45	Soni, R.(2017). Transformation of IND GAAP to IND as (Based on IFRS) its Impact on Financial Statement. Account and Financial Management Journal ,3(2).	UGC Approved
46	Soni, R., & Khan, S.(2017). Demonetization Impact on Textile Industries in Bhiwandi, Thane. International Journal of Research in Computer Application & Management, 7(9)	UGC Approved
47	Soni, R., & Khan, S.(2018). Impact of GST on Textile Hub of Mumbai (Bhiwandi, Dist. Thane). Account and Financial Management Journal, 3(2)	UGC Approved
48	Soni, R., & Sawlani, AA.(2018). The Determinants of Capital Structure: An Empirical Study of listed Indian Companies. International Journal of Advance Research in Computer Science and Management Studies,6(2)	UGC Approved
49	Srivastava, S.(2018). A Study on Challenges Faced & the Support Received during Project Stage by Women Entrepreneurs.Pacific Business Review International, 10(7).	UGC Approved
50	Talwar, S., & Gunjan, P. (2018). Testing Reliability of Beta as an Indicator of the Volatility in Stock Prices. Oorja. International Journal of Management & IT.	UGC Approved
51	Talwar, S., & Singh, S. (2018). Estimating Symmetric and Asymmetric Exchange Rate Volatility: Indian Rupee. SCMS Journal of Indian Management, 15(1).	UGC Approved
52	Wankhede, A., & Laghate, K.(2017). A Study of Customers’ utilization of Internet Banking Channel in Mumbai. IOSR Journal of Business and Management (IOSR-JBM).	UGC Approved
53	Wankhede, K., & Manisha. (2018). Use of IOT in Animal Husbandry. International Organization of Scientific Research Journal of Computer Engineering (IOSR-JCE).	UGC Approved

54	Wankhede, K., & Pathak, K.(2018). Minimalist Ray Tracing. International Organization of Scientific Research Journal of Computer Engineering (IOSR-JCE).	UGC Approved
55	Wankhede, K., & Pendenkar, S.(2018). Animal Tracking and Caring using RFID and IOT. International Organization of Scientific Research Journal of Computer Engineering (IOSR-JCE).	UGC Approved
56	Basargekar, P., & Singhavi, C. (2017). Factors Affecting Teachers' Perceived Proficiency in Using ICT in the Classroom. IAFOR Journal of Education, 5(2), 67-84.	Peer- reviewed
57	Bhatia, A., & Sivakumar, SNV.,(2017). Drivers of Corporate Social Responsibility as perceived by employees in organizations. Multidisciplinary Trends in Social Sciences and Business & Research.	Peer- reviewed
58	Chopra, A., Manthanwar, S., & Babu, J.(2018). Blockchain Technology:Emerging relevance in Financial Services Sector. International Research Journal of Business and Management. 11(3)	Peer- reviewed
59	Iyer, R\$, & Wankhede, K.(2017). Business model of an entrepreneurial venture - Missionmca.com. The Case Centre.	Peer- reviewed
60	Kashive, N., & Khanna, V. T. (2017). Conceptualizing Employer-Based Brand Equity and Employer Brand Pyramid. European Scientific Journal, ESJ, 13(34).	Peer- reviewed
61	Kaul, D.(2017). Aviation Sector and Consumers in Emerging Markets. IOSR - Journal of Business Management.	Peer- reviewed
62	Kaul, D.(2017). CRM, Customer Satisfaction and Customer Lifetime Value in Retail. Review of Professional Management.	Peer- reviewed
63	Kumar, S.(2018). Coparision of e commerce website using sentiment analysis. Sansmaran.	Peer- reviewed
64	Narasinganallur, N.(2017).Goal Programming for Cyclic Nurse Schuduling at Somaiya Hospital. European Journal of Buisness Research.	Peer- reviewed
65	Padake, V., & Karamcheti, B. (2018). Determination of Indian Rupee / US Dollar Exchange Rate using Monetary Approach - A Review Paper. International Research Journal of Business and Management, 11(1).	Peer- reviewed
66	Pandey, A., & Karve, S.(2017). Understanding the relationship of team roles and communication in team task. International Journal of Business Insights and Transformation, 11(1).	Peer- reviewed
67	Raje, A., & Jagdale, A. (2017). SQL vs NOSQL the solution for big data. International Organization of Scientific Research Journal of Computer Engineering (IOSR-JCE).	Peer- reviewed
68	Raje,A., & Vyas, P.(2018). Buisness intelligent- A gift for decesion maker for the effective decesion making. International Journal of engineering resercah and development.	Peer- reviewed
69	Rao, S., & Mane, H.(2017). ATM Availability Management system. International Organization of Scientific Research Journal of Computer Engineering (IOSR-JCE)	Peer- reviewed
70	Rao, S., & Patel, J.(2017). CRM the most valuable component of banking. International Organization of Scientific Research Journal of Computer Engineering (IOSR-JCE).	Peer- reviewed

- 71 Senapati, S., & Bisoyi, B.(2018). Intent and synergies behind the merger and the future roadmap od E-commerce industries -A case analysis. Journal of Advanced research in dynamical and control systems, 10(4) Peer-reviewed
- 72 Shinde, D., & Rawat, P.(2017). Emotional Intelligence of Leaders and Subordinate Wellbeing. Abhinav National Monthly Refereed Journal of research inCommerce and Management. Peer-reviewed
- 73 Shinde, D., & Rawat, P.Paternalistic Leadership: Key to Subordinate Wellbeing. Abhinav International Monthly Refereed Journal of research in Management and Technology. Peer-reviewed
- 74 Singh, H., & Chatterjee, S.(2018). A suggested Framework for Improving Online Customer Experience for Availing Personal Loans. International Research Journal of Business and management, 11(3). Peer-reviewed
- 75 Singhavi, C., & Basargekar, P. (2017). Scaling-up Social Organization: The Case of Pratham Info-Tech Foundation in India. Indore management Journal.9(1) Peer-reviewed